

# EXHIBIT 1

**WAS MAKING A PRETZEL FROM  
THE BEST PARTS OF THE PRETZEL  
CRAZY OR GENIUS?  
BOTH. CRAZY GENIUS.**

*Rethink  
your pretzel!*<sup>®</sup>



Pretzel Crisps<sup>®</sup> is a registered trademark.

**FIND PRETZEL CRISPS<sup>®</sup> IN THE DELI**

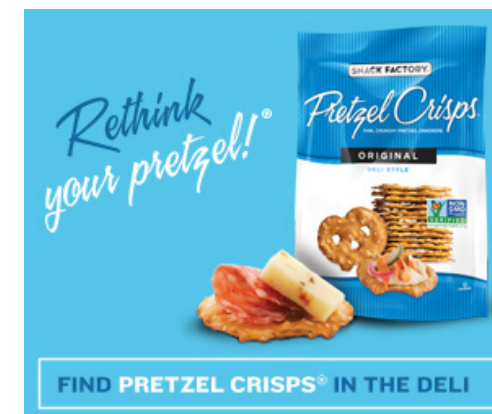
SNACKABLE. DIPPABLE.  
PERFECT-FOR-WATCHING-  
THE-BIG-GAME-ABLE.  
**GENIUS!**



*Rethink your pretzel!®*

Pretzel Crisps® is a registered trademark.

**FIND PRETZEL CRISPS® IN THE DELI**







**WAS MAKING A PRETZEL FROM THE BEST  
PART OF THE PRETZEL CRAZY OR GENIUS?**

**BOTH. CRAZY GENIUS.**



*Rethink your pretzel!*<sup>®</sup>



**FIND PRETZEL CRISPS<sup>®</sup> IN THE DELI**

Pretzel Crisps<sup>®</sup> is a registered trademark.





